Triadex Services
A Data-Driven Marketing Solution Company

Digital Recruiting Campaign

CHALLENGE

A Muffler and Auto Repair chain wanted to utilize digital ads to find new employee candidates.

SOLUTION

A Digital Recruiting Campaign was created to run over a 6-month period. The campaign was set up to target job seekers with interests in the industry. This was accomplished with a 30-day lookback for **mobile devices found at auto repair shops within a 15-mile radius of the client's auto repair locations.** The devices were filtered for "high frequency events." This method aided in targeting the mobile devices that were most likely employees, not customers. Consequently, the recruitment ads were most likely to be seen by the competitors' employees.

RESULTS

Month 1
- Click to Call = 4
- Career Page Visits = 0
- Online Application = 13
- Print Out Application = 6
- Resume Submission = 2
- Average Conversion Actions / Day = 0.83

Month 4
- Click to Call = 0
- Career Page Visits = 0
- Online Application = 15
- Print Out Application = 5
- Resume Submission = 1
- Average Conversion Actions / Day = 0.70

Month 2
- Click to Call = 2
- Career Page Visits = 0
- Online Application = 22
- Print Out Application = 3
- Resume Submission = 2
- Average Conversion Actions / Day = 0.96

Month 5
- Click to Call = 0
- Career Page Visits =118
- Online Applications = 36
- Print Out Applications = 11
- Resume Submissions = 6
- Average Conversion Actions / Day = 5.7

Month 3
- Click to Call = 2
- Career Page Visits = 0
- Online Application = 13
- Print Out Application = 5
- Resume Submission = 2
- Average Conversion Actions / Day = 0.73

Month 6
- Click to Call = 0
- Career Page Visits = 37
- Online Applications = 7
- Print Out Applications = 3
- Resume Submissions = 2
- Average Conversion Actions / Day = 1.63